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PEERLESS ANNOUNCES NEW LINE

FINANCE EVILS INJURE INDUSTRY, ERSKINE ASSERTS

Studebaker Head Speaks At Auto Credit Conference

CHICAGO, Nov. 18.—The second day's session of the Automotive Financing Conference at the Hotel Sherman yesterday opened with an address by A. R. Erskine, president of the Studebaker Corporation, on "Passenger Car Financing from the Standpoint of the Manufacturer."

"Through the foresight of American manufacturers, merchants, bankers and financiers, the existing finance companies came into being," he said. "It is estimated that nearly a thousand concerns are engaged in this business. Over-extension of credit and other unwise practices by some of these concerns caused considerable uneasiness last year among bankers of the country, and resulted in conferences between important bankers and representatives of the finance corporations. The outcome of these meetings was the formation of the National Association of Finance Companies, which adopted three resolutions concerning automobile paper.

"1. On monthly installment paper covering new passenger cars, the maximum maturity of such paper shall not exceed twelve months, payable in equal monthly installments.

"2. On monthly installment paper covering new passenger cars, the minimum down payment shall not be less than one-third of the cash, or 30 per cent., of the time selling price at point of delivery.

"3. On monthly paper covering used passenger cars, the minimum down payment by purchaser shall not be less than either 40 per cent. of the cash, or 37 per cent. of the time selling price at point of delivery, with a maximum maturity of twelve months, payable in equal installments.

"Over 150 companies adopted these resolutions, and co-operated to the fullest extent in establishing the sound principle of credit laid down at the conferences."

Mr. Erskine then said that in the competition for business during the past year some finance companies violated these terms, resulting in down payments as low as 20 per cent. and twenty-four months for deferred payments.

"Down payments of 20 to 25 per cent. barely cover the financing and insurance charges and leave buyers with but little equity in the car," he said. "Consequently, most persons whose cars are repossessed are turned from friendly customers to bitter knockers. They injure the reputation and business of both dealer and manufacturer. Most of the defaulters are not dishonest, but merely overestimate their ability to pay.

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Five Passenger Sedan Lists at \$1,595; To Invade Popular Priced Field

CLEVELAND, Nov. 19.—The Peerless Motor Car Company today announced a new line of automobiles, the Model Six-Eighty, a popular-priced addition to its regular lines, slightly smaller in size and considerably lower in price.

The new car, a Peerless development throughout, is now in production at the Peerless Cleveland factory. The five-passenger sedan in the new line is listed at \$1,595.

The Six-Eighty, in six body styles and carried on a 116-inch wheel base chassis will be shown the public on November 21.

The car is brought out specifically to extend the Peerless market into the popular-priced field.

Balloon tires, four-wheel hydraulic brakes and a Peerless motor with a seven bearing crank shaft and Lanchester dampener are features of the new car.

Other advanced engineering features identifying the Peerless lines have been built into the six-eighty.

Generally the design of the new car follows standard Peerless practice. The finished product resembles closely its two companion cars, the eight-cylinder model 67 and the six-cylinder model 72.

It has the Peerless radiator and hood, a roof that sweeps forward beyond the body of the car and forms a sun visor and a body contour that easily identifies the car as a Peerless.

Peerless, due to its long established reputation as a "class" car, has attained its highest popularity in years past mainly in the larger centers of population.

There has lately, however, been an increase in Peerless business everywhere, says the factory announcement.

This has been the general result of new manufacturing and selling economies introduced by Edward Ver Linden, president and general manager of Peerless; Leon R. German, vice-president and assistant general manager, and Charles A. Tucker, sales manager of the Peerless Motor Car Company.

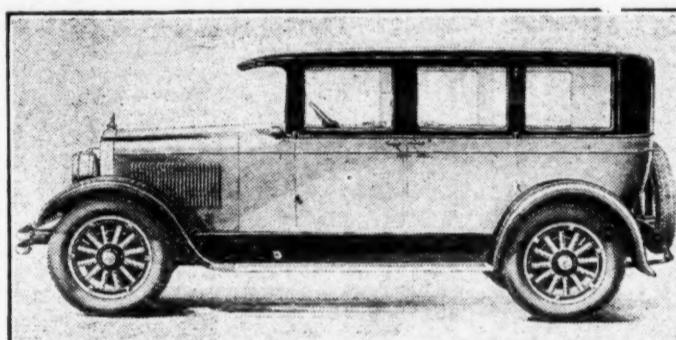
The Peerless Company it was pointed out some time ago was expected to introduce a new Peerless car of somewhat smaller

(Continued on Page 2)

CLEVELAND SIX COMPANY ENJOYS RECORD SALES

CLEVELAND, O., Nov. 18.—A recent report from the Cleveland Automobile Company, manufacturer of the Cleveland Six motor cars, says this company has had record-breaking sales. October of this year was 91 per cent. better than October of 1924, the largest October in the history of the company, according to the production figures.

The shipment of Cleveland cars was 42 1-4 per cent. greater than the entire twelve months of last year up to November 1 and was 55 per cent. better than the number shipped up to the same date of last year.



NEW PEERLESS Six-Eighty, five-passenger sedan, which has just been announced by the Peerless Motor Car Company. It lists at \$1,595.

PENN OIL ASKS \$500,000 IN SUIT

Vacuum Oil and N. B. B. B. Named Defendants in Libel Action

Special from A. D. N. Washington Bureau

Washington, Nov. 18.—The Penn Oil yesterday filed libel suits for \$500,000 each against the Vacuum Oil Company and the National Better Business Bureau.

The Penn company recalls a suit for injunction filed against it here by the Vacuum Company, August 21, in which the District Supreme Court was asked to restrain the Penn company from substituting inferior oils for the Vacuum company's products.

At the time this suit was filed the Better Business Bureau issued statements with respect to its investigation into the sale of crank case drainings, in place of pure oil.

The Vacuum company's suit contained no reference to crank case drainings, but the Penn company contends that this statement was meant to insinuate that the Penn company sold crank case drainings in place of pure oil.

RESEARCH BUREAU URGED FOR INDEPENDENT MARKET

Louisville, Ky., Nov. 18.—The establishment of an industrial research bureau, whereby independent marketers may have access to information and data on industrial oils, was decided upon at the first meeting of the annual convention of National Petroleum Marketers' Association, which opened yesterday. The necessity of such a bureau was voiced by John Rome Battle, the noted lubrication expert, who addressed the delegates.

DALLAS FORD PLANT NOW OPERATING AT CAPACITY

Dallas, Tex., Nov. 18.—For the first time since its completion the new Dallas assembly plant of the Ford Motor Company is operating at capacity. The Dallas branch now has a daily output of more than 350 cars.

POINT TO BUSES AS PANACEA FOR TRAVEL PROBLEM

Value of Motor Coaches Stressed at Detroit Show

Special from A. D. N. Detroit Bureau

DETROIT, Nov. 18.—The motor bus was given the stamp of approval as a means of urban as well as interurban transportation by speakers at the second day of the National Motor Bus Show, here yesterday.

Motor bus operators from southern Michigan cities were prominent among the visitors and filled the large convention hall, where a special program of speeches and motion pictures on safety work was given.

The exhibitors were highly pleased as they canvassed their day's work. Selling arguments so highly stressed are not necessary at this show. Several dealers in accessories report sales, especially in lamps and in tractors. A dealer in the latter reports sale of three Fordsons.

The spacious de luxe buses, with large, roomy seats, are practically

Descriptions of exhibits at the National Bus Show in Detroit will be found on Page 11 of this issue.

Studebaker Seeks Steel Plant Site

Los Angeles, Nov. 18.—The Studebaker corporation is reported to be seeking a Pacific coast site for a large steel plant to cost \$20,000,000, of which \$17,000,000 is said to have been pledged and additional funds are available.

Claus Spreckels, general manager of the Spreckels interests, is credited with the admission that conferences with Studebaker officials are progressing satisfactorily. The plant will have a capacity of 1,300 tons of ore daily, according to port and iron ore will be brought from mines located 130 miles south of San Diego.

SPEED CLASSIC NOV. 29

Los Angeles, Nov. 18.—A. M. Young, general manager of the Culver City Speedway, announced today the postponement of the Thanksgiving speed classic to Sunday, November 29, because of the Coliseum Thanksgiving university football game.

New passenger car registrations throughout the country, compiled for the week and month, will be found on Pages 6 and 7 of this issue.

always filled with visitors. These demonstrations are expected to exert a far-reaching influence on the motor bus traffic following the show, especially in sections outside this city.

The musical program last night was furnished by the Cass Technical High School Band of 50 pieces.

At the special meeting for bus operators held in the afternoon, Luther D. Thomas, president of the Fidelity Trust Company, presided. In his address Mr. Thomas forecast that within three years there would be a coast-to-coast fleet of Pullman coaches of motor bus type in operation.

"It requires no great stretch of the imagination to visualize this forecast," declared Mr. Thomas. "I am too practical to attempt any prophecy that would lead men into a chimerical enterprise. The motor bus is a factor in our transportation systems of today, and in the future its place will grow as it is showing steadily now."

Motor coach operation of the Department of Street Railways of the city of Detroit was reviewed by George B. Wilcox, chief engineer. He said in part:

"Within the past four years, due in part to the rapid development of our system of improved roads, and the unprecedented growth of our cities and towns, a new tool, the motor bus, has been developed and is offering a distinct contribution to those already employed in the manufacture of urban transporta-

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Peerless Announces New Low Priced Six Line

(Continued from Page 1)

dimensions. There was no hint from any quarter, however, that this company would actually project its new product into the highly competitive popular priced field.

The six-cylinder motor and transmission is built in a unit in the Six-Eighty. S. A. E. horse power of the motor is 23.35, while the actual brake horse power is 63 at 2,600 revolutions per minute.

The bore of the cylinders is $\frac{3}{4}$ inches, the stroke $4\frac{1}{2}$ inches. Piston displacement is 230.2 inches. The motor and transmission weight 550 pounds.

Springs, radiator, frame, wheels and other mechanical items in the Six-Eighty follow lines of regular Peerless practice.

The bodies include the standard sedan, two door sedan, close-coupled sport sedan, business coupe with one wide seat, sport roadster and sport phaeton.

Peerless mohair velvet is used on the interior finish of the closed cars.

The open models are upholstered in Spanish leather.

The advent of Peerless into the popular priced automobile field at this time, the officials point out, demonstrates the ability of the modern motor car manufacturing plant with its improved metals, machinery and building methods, to build a quality automobile at a price that was impossible a few years ago.

The Peerless closed car of 1910 was priced around \$7,000. Another Peerless car in 1920, more powerful, more luxurious and more efficient, cost less than \$5,000.

Still another standard Peerless car, the present eight cylinder equipped, model 67, believed to be the greatest automobile ever manufactured in the Peerless factory, is being offered at a price considerably under the 1920 Peerless quotations.

ENGINE

Six-cylinder. Engine and transmission built in unit, modified four-point suspension. Horse power 25.33. S. A. E. rating. Actual horse power 63 at 2,600 r.p.m.; $3\frac{1}{2}$ in. bore by $4\frac{1}{2}$ in. stroke. Piston displacement, 230.2. Firing order, 1-5-3-6-2-4. Peak Torque, 145.5 ft. at 110 r.p.m. Weight, 550 lbs.

CYLINDERS

Cylinders are cast in block of close grained gray iron. Cylinder block and crank case cast integral, having the oil pan flange $\frac{1}{2}$ in. below the center line of the crankshaft. The cylinder head is removable.

CRANKSHAFT

Seven bearing crankshaft made from formula carbon steel especially heat treated to insure maximum tensile strength. Diameter of main bearings is $2\frac{1}{2}$ in.

Length of crankshaft bearings—front $1\frac{1}{2}$ in., intermediate $1\frac{1}{2}$ in., center $1\frac{1}{4}$ in. and rear $2\frac{1}{2}$ in.

Lanchester damper on front end of shaft to eliminate torsional vibration. Weight of crankshaft $57\frac{1}{4}$ lbs.

CONNECTING RODS

Connecting rods are made of "I" beam section special open heart steel. Diameter of connecting rod bearings $1\frac{1}{2}$ in. Length of connecting rod bearings $1\frac{1}{2}$ in. Length of connecting rod 9 in., weight of connecting rod assembly 4 lbs., 10 oz.

PISTON PINS

The piston pin is 1 in. in diameter, made from solid bar stock, drilled hollow, case hardened and ground, fitted tight in piston, revolving in bronze bushing in connecting rod.

PISTONS

The pistons are made of close grained gray iron of light section and are $1\frac{1}{2}$ in. below the pin and $2\frac{1}{2}$ in. above the pin.

TIMING SPROCKETS AND CHAIN

The front end drive is by a low pitch $\frac{1}{2}$ in. Morse silent chain.

CAMSHAFT

The camshaft is forged from special alloy steel and with the cams forged integral. Cam shaft is $1\frac{1}{2}$ in. diameter between bearings, runs in four bronze backed babbitt bushings.

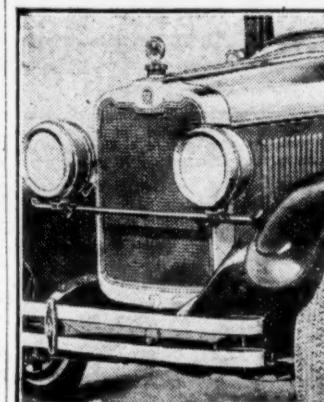
Diameter of camshaft bearings, front $1\frac{1}{2}$ in.; front intermediate, $1\frac{1}{2}$ in.; rear intermediate, $1\frac{1}{2}$ in. diameter of rear, $1\frac{1}{4}$ in. Length of bearings—front $1\frac{1}{2}$ in.; front intermediate, $2\frac{1}{2}$ in.; rear intermediate, $2\frac{1}{2}$ in.; rear $1\frac{1}{2}$ in.

The valves of special alloy, are operated by oil tempered valve spring steel springs and tappets which have a special head.

VALVE MECHANISM

The cam contour is designed with small flank radii which cause low contact pressure between tappet and camshaft. The valve plunger is offset 5-32 in. with the valve.

A mushroom type tappet is used. The valve covers are very large and easily removable without disturbing any other



Peerless Front View

parts of the motor. The valve adjustment is by the usual screw and lock nut method.

The tappet guides and tappets are removed as a unit. This allows inspection of these parts for wear. Diameter of valve $1\frac{1}{2}$ in., length of valve $5\frac{1}{2}$ in. stem diameter $\frac{1}{2}$ in., lift of valve $5\frac{1}{16}$ in.

LUBRICATION

Lubrication is by full pressure system, having a gear pump operated by helical gears on the camshaft. This pump is bolted to the side of the crankshaft case and incorporates an oil pressure relief in the same casting.

Oil is forced to the main bearings by a header bolted to same and is taken through drilled crankshaft to the connecting rod bearings and through drilled passages through the crankcase to the cam bearings.

The oil which falls back upon the oil pan tray is screened before re-entering the oil pan.

The purulator is installed in connection with the engine lubricating system for further cleansing of the oil in the crankcase. Oil capacity of crankcase, 7 quarts.

COOLING SYSTEM

Cooling system consists of one unit mounted to the front of the cylinder block. This unit is a water pump and fan combination.

Radiator is Peerless honeycomb type. Capacity of cooling system is $3\frac{1}{2}$ gals.

Size of upper hose is I. D. 1 $7\frac{1}{2}$ in. Length $8\frac{1}{2}$ in. Lower hose 1 $3\frac{1}{2}$ in. I. D. Length $8\frac{1}{2}$ in. Diameter of fan is 16 in.

Number of blades, 4.

CARBURETOR

The new Peerless-Stromberg carburetor is used. It has no air valves or metering needles, both the air passages and gasoline jet are of fixed size for all engine speeds. This model has been especially developed for the use of low grade gasoline fuel. Size of carburetor, $1\frac{1}{2}$ in.

EXHAUST SYSTEM

The exhaust pipe extends down around front of engine, instead of at rear. Muffler is of the concentric type.

Exhaust pipe $2\frac{1}{2}$ in.; tail pipe $1\frac{1}{2}$ in.

GASOLINE SYSTEM

The 17-gallon fuel supply tank is mounted in the rear; it is fitted with a dial gauge mounted on the instrument board. A vacuum tank which feeds gasoline directly to the carburetor is mounted on the front of the dash.

IGNITION SYSTEM

The Peerless-Autolight ignition system is used, direct current ignition being provided. The current is received from generator and 6-volt storage battery.

REAR AXLE

The rear axle is of the Peerless-Columbia semi-floating type. The driving assembly is composed of one-piece malleable iron carrier, containing the pinion shaft, pinion and bearings. This carrier is bolted to the housing and the entire assembly may be removed as one unit without removing the wheels. Helical-bevel gears are used, insuring quietness. Ratio 4.5-11 to 1.

BRAKES

Four-wheel brakes of the external contracting hydraulic type are standard equipment for the service brake, and are operated from the brake pedal. Diameter of brake drum is 14 in., width $2\frac{1}{2}$ in., both front and rear. The emergency brake is of the external contracting type, mounted at the rear of transmission. Size of emergency brake is 7 in. diameter by $1\frac{1}{2}$ in. wide.

FRONT AXLE

Front axle is of the Elliott type with drop forged member of "I" beam section.

The steering knuckle pins are provided with steel bushings and ball thrust bearings to carry the load.

The Alemite pressure system is used in lubricating these various bearings. The steering cross-rod is carried behind the front axle.

WHEELS

Wood wheels of the artillery type are standard.

Firestone Type "A" demountable rims take 32×6 tires of balloon type.

FRAME

The frame is of carbon steel, channel section, with wide flanges at front, and is raised at rear and insect at front. The side channels have a maximum depth of 7 in. at the point of greatest strain, i.e., between the spring hangers, and are joined together by four cross members—three of channel section and one of tubular. Width of frame in front $25\frac{1}{2}$ in.; at rear $44\frac{1}{2}$ in. Thickness of frame $\frac{1}{2}$ in.

SPRINGS

The front and rear springs are both of the semi-elliptic type, the main leaf being of alloy steel, while the remaining leaves are of carbon steel. The front springs are $37\frac{1}{2}$ in. long, 2 in. wide and have 11

SO. CALIF. SALES IN 12% INCREASE

Notable Gains Made in October by Low Priced Cars

By JOHN C. WETMORE

LOS ANGELES, Nov. 18.—With easier payments and more makes featuring and advertising them, automobile buying in southern California is gaining in headway, measured by an increase of 12 per cent. in October sales over September.

As a matter of course, the registration record of the corresponding month of 1924 was far outstripped. Comparison of this with last year's figures shows an increase of 33 1/2 per cent. over 1924, the Motor Tax Commission reporting 10,567 new passenger car licenses issued last month, as against 7,911 in September last year.

Sixteen makes registered more than 100 new passenger car sales, as follows, all of them save one showing gains:

	Registered	Gained	Per cent.
Ford	2,352	142	6
Essex	1,239	1,082	88
Chevrolet	1,042	201	23
Dodge	769	175	29
Buick	766	236	44
Hudson	702	518	281
Studebaker	563	91	19
Chrysler	487	251	106
Star	448	242	117
Overland	322	150	87
Jewett	275	102	58
Willys-Knight	292	91	83
Oldsmobile	192	31	19
Packard	158	72	83
Cadillac	117	27	30
Moon	104	12	13

*Lost.

While Ford lost 142 sales, as compared with September last year, resumed deliveries resulted in a jump of 2,042 from the preceding month. With Ford back in the running, it is interesting to note what effect its return as an active competitor had on Essex and Chevrolet sales. Under the circumstances, both runners-up held their own remarkably well, Essex dropping only 129 and Chevrolet but 317 from the previous month, wherein they had the field practically to themselves through Ford being at a practical standstill.

Dodge's entry last month into the easy payment class had its effect in a percentage gain above its normal over the corresponding month of 1924, and a jump of 130 sales from September. Incidentally, Chrysler is now out with a \$190 down and \$38 per month offer for its "fours."

OPEN ENGLISH BRANCH

London, Nov. 18 (U. T. P. S.)—A new company registered is the Seiberling Tyre Company (Great Britain), Ltd. Its capital is nominally £100 and its object the import and sale of the products and manufactures of the Seiberling Rubber Company, Inc., of Akron, O., U. S. A.

leaves. The rear springs are $54\frac{1}{2}$ in. long, $2\frac{1}{2}$ in. wide, and have 8 leaves.

LIGHTING SYSTEM

The Peerless-Autolite two-unit or single wire system. The generator is mounted on the rear side of the motor timing gear case and is driven through a silent chain.

Head lamps and cowl lights for use in parking are of the barrel type. Size of head lamp lens $8\frac{1}{4}$ in. The combination tall lamp and warning system is used as standard equipment.

STARTER

Series wound starting motor mounted on right side of motor bell housing and driving through automatic Bendix pinion, meshing with gear on flywheel only when starting. Motor and gears are inclosed.

TRANSMISSION

The clutch and change speed gear set are assembled in a single transmission unit with bell housing bolted directly to the motor. All moving parts are completely protected by the case and are accessible for inspection through removable plate and cover.

The clutch is of the single plate dry disk type. Adjustment for wear is provided at clutch pedal and in the clutch itself. Main driven plate is cold rolled steel covered with asbestos friction facings, and drives clutch shaft by a ten-splined fitting. The travel of the shifting lever is but $6\frac{1}{2}$ in. Size of the clutch disk is $2\frac{1}{2}$ in.

The gear set is a sliding gear selective type with straight 6-pitch gears on the countershaft and main shaft and 7/9 pitch on low and reverse. All gears are of U. S. steel, electric heat treated in Hump furnaces. The main shaft of the transmission is nickel steel, 6 splines, and is ground on the side of the splines and body of the shaft.

Fiat Denies Ford Extension Rumor

London, Nov. 18 (U. T. P. S.)—The rumor that the Ford Company was to take over the Fiat works in North and South America and that the Fiat Company would operate the Ford works at Copenhagen, Riga and Trieste, which has been circulating here during the past few days, has been officially denied by the Fiat Company.

FINANCE EVILS INJURE INDUSTRY

(Continued from Page 1)

But the good risks who pay out their contracts are compelled to pay exorbitant rates for credit because of the bad risks who default. This is an evil to the industry and should be stopped."

Mr. Erskine then spoke of the prosperity and phenomenal growth of the automotive industry and recommended measures for stoppage of the evils of down payment.

"First and foremost," he said, "financing and insurance charges must be fair to the customer. Finance charges that are fair, both to the customer and the finance companies, automatically guarantee the character of the paper.

"Second, credit should be granted only to persons of good character, with assured income or sufficient assets to complete the contract under reasonable conditions. Thorough credit investigations should be made in every case.

"Third, the intrinsic value of the car must be sound and the amount of the down payment should be substantial. If the intrinsic value of the automobile does not represent a sound value, even a 50 per cent. down payment will not give protection. And last, the number of monthly payments should be influenced by the down payment and character and standing of the car. Monthly payments on a standard may be more safely extended than on a less well-known car.

Twelve equal monthly payments should be sufficient credit extension, but if a longer term is ever justified it should be applied only to contracts which carry a rate not to exceed 8.5 per cent. discount per annum, including insurance."

Mr. Erskine was followed by Henry Ittelson, president of the Commercial Investment Trust, New York city, who addressed the convention along practically the same line. In concluding his speech, Mr. Ittelson said, "While it is difficult to lay down any precise general formula as to what length of credit is beyond the margin of safety, it seems to me quite sound and logical to define certain tendencies as apt to lead to unsound credits and it is to that end that the finance companies, bankers and manufacturers should address themselves."

In the general discussion which followed, most of those present seemed in favor of the recommendation proposed yesterday by C. E. Gambill, NADA head, who favored the one-third down payment with twelve monthly installments as the maximum credit extension on time payments on passenger cars.

Gardner Co. Has New N. Y. Dealer

New York, Nov. 18.—D. G. Hallie, Eastern sales manager of the Gardner Motor Company of St. Louis, announces that a new concern has just been organized to handle the Gardner car in New York city, with final details all completed, and the new company will be functioning in an elaborate Broadway showroom by December 1.

This new concern is headed and financed by one of the most successful motor vehicle merchandisers in the New York district, it is announced.

SEE BUSES AS TRAVEL PANACEA

(Continued from Page 1)

tion. Its sponsor is the automotive industry.

In New and Used Car Marts

Winter's Approach Fails to Hinder High Auto Sales

Kansas City, Nov. 18.—New car sales in Kansas City continue to hold a firm tone, with conditions far better than this time last year, a survey of dealers indicates.

Oakland, Marmon

J. D. McInnes, Jr., sales manager of the Hemphill Motor Company, Oakland-Marmon distributors, says sales are showing a strong tendency.

Nash-Ajax

George A. Wood, sales manager of Nash-Levy Motors, Nash-Ajax distributors, reports sales strong on the higher priced models.

Hudson-Essex

Al J. Monroe of the Archer-Monroe-Shearer Company, Hudson-Essex dealer, declares that sales have been extra good.

Some dealers are complaining of a slump in business, but most agree this is seasonal, with sales still much better than last year.

MINNEAPOLIS

Minneapolis, Nov. 18.—The open job in the fall sales field in this territory appears to be like a maverick straying away from the herd, it is revealed by numerous interviews with automobile distributors and dealers who unite in reporting a healthy market.

Fall sales are holding up well for virtually all popular models of fours and sixes, with one or two of the newer models finding exceptionally strong demand. Seventy to 80 per cent. of the jobs being sold today are for spring delivery and the other 30 per cent. being delivered when the factories meet the dealer and distributor demand.

Included among the cars which are meeting a particularly good fall demand are the Hudson and the Essex, the Buick, Nash, Chevrolet and the Ford. The new Essex and Hudson prices are opening up new fields for these cars and there is a general welcome for the new Fords.

Fall sales are holding up well, according to H. L. Schaefer, sales manager, retail department, Twin City Motor Car Company, handling the Hudson-Essex, a heavy percentage of sales being for spring delivery. Mr. Schaefer sees in the campaign of bus companies of the state Highway Department to keep state highways open this winter an aid to automobile salesmen. Spring delivery for this concern will mean February and March.

CONCORD, N. H.

Concord, N. H., Nov. 18.—New car sales have remained the same throughout the city in general. Although colder weather had come on, the convenience and comfort of the closed car have tended to equalize the demand and so sales have kept up with those of last week.

Dealers are predicting that sales during the winter will be much better than last year. The city entered into a program of snow removal last year which was unusually successful. The city government has obtained additional plows this year and the roads are expected to be in even better condition than they were in 1924.

Car buyers, instead of waiting until spring for their automobiles, will undoubtedly purchase their cars earlier, many of them procuring them in the coldest of winter months, dealers believe.

WACO TRAFFIC CLUB

Waco, Tex., Nov. 18.—The future of motor truck freight transportation was the subject around which discussion revolved at the last meeting of the local traffic club.

Reconditioning of Used Cars Help in Sales, Dealers Find

Lockport, N. Y., Nov. 18.—A growing demand for used cars of the inclosed type and a proportionate falling off of sales of open models is reported by local distributors. This condition is not entirely influenced by the approach of winter, but is due largely to the growing popularity with the public of the closed car as an all year round vehicle, dealers say. Also, open cars are not bringing nearly as good prices as they did a year ago, while used closed models sell readily at higher prices.

Laboring classes are picking up most used cars offered, but the higher priced and better buys find a ready market with people of some means or who have good salaried jobs, especially when they have been carefully reconditioned and made to look almost like new.

Six leading Lockport dealers sold eighty used cars in October at an average price of about \$400 each. This record was somewhat higher than that of October, 1924.

C. W. Beers, Chevrolet dealers, reported sales of thirty-seven used cars in October, average price \$250 each.

The Weaver Sales Company sold ten used cars for an average of \$450 each.

The Dussault Auto Works, Cadillac dealer, reports satisfactory sales for the month, with a steady demand for the higher priced used cars. The average of cars sold for the month was \$700, which is about 50 per cent. better than prices obtainable last year in October. This company has five used cars in stock compared with twice that number last year at this time.

The very small used car is a problem. Dealers are loaded with them and cannot move many, regardless of price.

HARTFORD, CONN.

Hartford, Nov. 18.—One chief source of apprehension for local dealers at this time is used car inventories, the dealers having no desire to enter the winter season with sizable stocks of cars. A canvass among the various dealerships reveals that some of them have more sizable inventories than they deem advisable at this season of the year.

A general slowing down in the used car demand is reported along the line and in numerous cases dealers are prone to release cars that will show even a small margin of profit. There have been many sales at a loss under the belief that carrying the cars over through the winter, especially the open variety, will net a sizable loss by spring.

Dealers report that one thing that has hit the market is the general reduction in the price of new cars all along the line. Necessarily the drop in the new cars lops just that much more off the price of the used cars.

The situation is becoming one where a dealer will take in trade only cars of the make he represents or at best those which sell readily under ordinary conditions. One of the leading used car brokers of the city is making effort to move all his stock, taking a loss on some cars.

One reason ascribed by this distributor for the slowing down in the late autumn demand is that every one wants a closed car these days, so that the open ones go beginning in the used car market. In other words, a closed used car will sell much quicker at this time than a touring car and necessarily a quick turnover is desired.

ISSUES 11,600 PLATES

Dubuque, Ia., Nov. 18.—According to records of the auto license department, more than 11,600 automobile license plates have been issued in Dubuque county to date.

Flint Co. Announce Several Changes In Personnel

Dallas, Tex., Nov. 18.—Coincident with the adoption of plans for expanding the business of the Flint Motor Company in the Southwest, numerous changes in the personnel of the Dallas branch of the company and the Dallas-Flint Company, local sales, are announced by Irvin M. Kauffelt, district sales manager.

Roscoe Shumate has been appointed assistant manager of the Dallas-Flint Company, and also will be in charge of the Dallas branch. Henry Solomon has been appointed used car manager for the Dallas-Flint Company. Guy R. Coleman has been appointed service manager.

C. C. Cooper has been named wholesale representative for West Texas, Mr. Kauffelt announced. E. E. Feazell has been appointed wholesale representative for East Texas. William S. Deans, formerly sales manager for the Dallas-Flint Company, has been named wholesale representative for central Texas.

The reorganization of the Dallas branch follows advice that the sales activities of the Flint Motor Company will be controlled through five zone offices at Kansas City, Mo.; Flint, Mich.; Atlanta, Ga.; New York city and one on the Pacific Coast. A number of additional Flint dealers recently have been appointed in the Dallas territory.

NEW KISSEL DEALERS AND DISTRIBUTORS

Hartford, Wis., Nov. 18.—Several new dealers and distributors have recently been added to the Kissel sales organization including:

The Behr Motor Sales Company, New Orleans; Kissel-Florida Company, Tampa; Brieske-Pauli Company, Racine, Wis.; Largent & Gray, Sarasota, Fla.; Golden Rule Automobile Company, Camden, N. J.; E. E. Huddleston, Ft. Myers, Fla.; Jeffers & Missner, Beloit, Wis.; Garbers Garage, Erie, Pa.; Anderson Motor Company, Youngstown, O.; Willard Auto Company, Green Bay, Wis.; Associates Motors, Buffalo, N. Y., and R. D. Forbes, Huntington, W. Va.

Distributor Doings

ADDRESSES CADILLAC DEPARTMENT HEADS

Evansville, Ind., Nov. 18.—J. R. Jennings, Detroit sales promotion representative of the Cadillac Motor Car Company, addressed a meeting of department heads and sales staff of the Fellwock Auto Company, Cadillac distributors, at the Hotel McCurdy, Friday. Associate dealers from Harrisburg, Ill., Vincennes, Ind., Paducah, Madisonville and Sturgis, Ky., were present.

BEHR MOTOR SALES REPRESENTING KISSEL

New Orleans, La., Nov. 18.—The Kissel Motor Car Company has established representation in New Orleans and this trade territory through the newly-organized Behr Motor Sales Company, Inc., which has opened display and service headquarters at 1400 St. Charles Ave., in the building recently vacated when the Packard agency moved into its new home. J. F. Behr, for eighteen years an automobile salesman here and for the past two years with the Studebaker agency, is president of the new concern. E. F. Waggoner, another veteran salesman, is vice-president, and Henry Picquet, until recently with the John M. Walton Company, automobile ignition, is secretary and treasurer.

DETROIT MOON-DIANA DIST. OPENS NEW BRANCH

Detroit, Nov. 18.—Thomas Brooks, Inc., Moon and Diana distributors at 3954 Woodward Ave., have opened at 507 Main St., Royal Oak, Mich., the first of their contemplated sales and service stations. The Brooks organization first started in the automobile business in 1911 with a small store in Highland Park, and since that time has made three changes to larger establishments.

for Economical Transportation



Chevrolet is one of the largest units in the country's biggest industry. Bringing together all the employees of Chevrolet's twelve great factories and their families would make a city the size of Denver, Colorado or Toledo, Ohio.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	\$525	Coupe	\$675	Commercial Chassis	\$425
Roadster	525	Coach	695	Express Truck Chassis	550
		Sedan	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T

License Plates Ready for Early 1926 Distribution

WICHITA FALLS, TEXAS, Nov. 18.—Eleven tons of automobile plates for 1926 were received by the county tax collector to be distributed in Wichita Falls immediately upon payment of the new year's automobile tax. The new plates have a dark gray background, with bold lettering. The usual Texas star divides the numbers, and at the extreme right edge appears small lettering, "Tax 1926."

MONTREAL

Montreal, Nov. 18.—Automobile license plates for 1926 reached the provincial revenue department this afternoon, though they will only be distributed from March next. Provision has been made for over 100,000 automobiles. It is expected that the number of cars next season will reach nearly 125,000. White figures, embossed on a brown-red plate, will be the characteristics of the license plates for the coming season. Figures will run from 10,000 up for touring cars and from 10 to 10,000 for trucks and other varieties of motor vehicles.

Instead of having nineteen letters used, as describing the variety of motor vehicles, the revenue department has decided to reduce this to nine to help traffic men.

ALLIANCE, O.

Alliance, O., Nov. 18.—"Get your tags early" is the plea to go out from the Alliance Automobile Club the first of next month, when the 1926 plates are to be put into distribution here.

A total of 8,000 sets of tags have been distributed here so far this

Automotive Daily News

Of, By and For the Entire Automotive Industry

Published Every Day Except Saturday and Sunday by
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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

THURSDAY, NOVEMBER 19, 1925

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Harry A. Tarantos, Advertising Manager; George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 168 North Michigan Ave., Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash.

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The N. A. D. A. on Credits

AS THE official organization of automobile dealers in this country, any pronouncement of the National Automobile Dealers' Association carries great weight. At the annual convention of the National Association of Finance Companies, which opened in Chicago Monday, C. E. Gambill of the N. A. D. A. expressed the sentiments of his organization with much frankness. "Automobile financing stands at the crossroads," said Mr. Gambill. "Upon its decision rests not only the future of the finance companies, but the future of the automobile industry itself." Continuing, Mr. Gambill told his hearers that a great question was before them demanding an answer. The question is, "Shall automobile time payments be the handmaiden of legitimate credits, or shall it become credit perversion to make an extra dividend holiday?"

Some days ago the Automotive Daily News printed a letter from O. C. Hutchinson of the Hupmobile Company in which he expressed the belief that any time an automobile was sold on such easy terms that the transaction practically amounted to rental, it is dangerous merchandising.

In the poll recently conducted by the Automotive Daily News, the vast majority of 1,000 dealers who marked ballots cast their votes for the one-third down and twelve-month period for completing the deferred payment transaction, and this is the exact system recommended by the National Automobile Association of Finance Companies.

There appears to be a substantial agreement in the automotive industry that the time payment branch of sales shall be conducted on a conservative basis. If this be so, as we believe it is, then Mr. Gambill may be sure that the right fork of the crossroads is going to be taken.

The Automobile at Work

WE HEAR a great deal about the utility of the passenger motor car, but it is not often that we get a case wherein we can actually watch the motor vehicle building a nation. Such an opportunity has recently occurred in Texas.

About four hours from San Antonio there is a section known as the Winter Garden country. It is a delightful spot, fertile and salubrious of climate. Within the past year an excellent paved road has been finished, connecting the Winter Garden section with San Antonio.

The first result of this was that a real estate company stepped in and bought the Catarina Ranch, a historic property, embracing 325,000 acres. This is to be broken up into small holdings and colonists are to be planted on the ancient ranch. During the next few years we shall be treated to the spectacle of motor vehicles, for there is no other transportation, actually building up a miniature empire within our largest state. In actual practice motor transportation has been doing this in all parts of the country, but here is a case where we can watch it "do its stuff."

A. R. Erskine, president of the Studebaker Corporation, has just announced the founding of the Erskine Traffic Bureau at the University of California, with Dr. Miller McClinton at the head of the new research department. If the automobile industry has created the modern traffic problem, it cannot be accused of lack of energy in trying to solve it.

October marked a new high record for production of motor vehicles. The Chamber of Commerce in its preliminary survey places the output of trucks and cars for that month at 454,327. And during that month Ford production was not in full swing.

Automotive Law

By M. L. HAYWARD

CUTTING OFF THE INDORSER

"Take my note for my past due account?" the customer queried.

"Yes, if you'll get your brother John to indorse it," the automobile dealer agreed, accepted the note and placed it in the local bank for collection.

A week later John, the indorser, strolled in.

"Have you got a note indorsed by me?" the indorser queried.

"I have and I haven't. I've got the note, but I left it down to the bank for collection," the dealer assured him, and the indorser made his way to the bank.

"I understand that you're holding a note made by my brother in favor of the automobile dealer up the street, and endorsed by me," the indorser announced, and the cashier confirmed his impression.

"At the time I indorsed the note there was an understanding between my brother and me in reference to a certain business matter that wasn't carried out and he agreed to take my indorsement off the note," the indorser explained.

"What did you want us to do?"

"You know that my brother's good for three times the face of the note, and if you'd just mark my indorsement off the back it would fix everything up all right," the indorser proposed. The cashier located the note and drew two heavy, red lines through the indorsement.

Time passed on, according to a habit which it has, the note fell due, the customer was in bankruptcy, the indorser refused to pay, and the dealer sued the bank in the Georgia courts.

"Where the pledgee permits the indorser to erase or withdraw his indorsement from the notes without the consent of the pledgor, thus rendering the notes insolvent, such action on the part of the pledgee amounts to a conversion of the notes, just as much so as if it should sell the notes and receive the value in money therefor," was the reasoning of the court set out in 117 Southeastern Reporter, 741.

Cadillac Announces New Auto Dealers

Detroit, Nov. 18.—The Cadillac Motor Car Company announces the following new dealers:

Atlanta (Ga.) Territory—E. E. Lindsey, Rome, Ga.

Birmingham (Ala.) Territory—The Jones Cadillac Company, Gulfport, Miss.

Charleston (S. C.) Territory—Marlboro Dillon Company, Clio, S. C.; Claude Nolan, Sennett, Ga.

Columbus (O.) Territory—The L. E. Huddle Company, Lancaster, O.; Frank Young, London, O.

Frederickton (N. B.) Territory—Creighton & Ridley, Woodstock, N. B.

Indianapolis (Ind.) Territory—Chapman Auto Company, Frankfort, Ind.; W. W. Henderson, Lebanon, Ind.; Chenoweth Auto Company, Richmond, Ind.

Jacksonville (Fla.) Territory—H. C. McQuady, Arcadia, Fla.; Roberts & Stebbins, Avon Park, Fla.; Everett Cadillac Company, Cocoa, Fla.; Miami Cadillac Company, Ft. Lauderdale, Fla.; Moultrie Buick Company, Moultrie, Ga.; Rouleron & Boone, Okeechobee, Fla.; Seminole Hudson-Ease Company, Sanford, Fla.; Ohio Garage, Sebring, Fla.; Tifton Buick Company, Tifton, Ga.; J. R. Williams, Valdosta, Ga.; Vero Beach Cadillac Company, Vero Beach, Fla.; Beeson-Bailey Cadillac Company, Wauchula, Fla.; W. L. Hinson Auto Company, Waccross, Ga.

Kansas City (Mo.) Territory—Newton Body Emporia, Kan.

Los Angeles (Cal.) Territory—Malcoof Cadillac Company, San Bernardino, Cal.

Pearl (Ia.) Territory—J. E. Downs & Co., Pana, Ill.

Philadelphia (Pa.) Territory—Bob Davis & Co., Salem, N. J.; M. A. Pyatt Motor Company, Wildwood, N. J.

Phoenix (Ariz.) Territory—Foster Auto Company, Cottonwood, Ariz.; Hi-Way Service Station, Superior, Ariz.

San Francisco (Cal.) Territory—The Charles Green Company, Eureka, Cal.

Spokane (Wash.) Territory—T. A. Bartlett & Son, Lewiston, Idaho; Coeur D'Alene Hardware and Foundry Company, Wallace, Idaho.

Utica (N. Y.) Territory—Dreyfus & Morgan, Delhi, N. Y.

New Branch

Los Angeles (Cal.) Territory—Don Lee, Inc., San Diego, Cal.; Don Lee, Inc., Santa Monica, Cal.

Toledo Dealers Differ On Question of Payment

This is the seventh of a series on expressions of dealers on the salesman's salary question.

TOLEDO, Nov. 18.—There seems to be considerable difference of opinion here on what is the best way to pay automobile salesmen to get best results, to keep the salesman on his toes, and to make money for both the employee and the house.

The commission plan in one form or other seems to have the lead as the most satisfactory plan for the dealer, yet in most cases the salesman favors a salary with a bonus for volume.

Dealers as a rule say salesmen will not work their best when they are having a run of success. They feel they are making enough money and are satisfied; that is the only objection raised by the merchant against the commission plan. On the other hand the dealer does not like the salary basis, for he believes in paying only on actual business volume.

In a talk with a half dozen salesmen, it was learned that the average likes to have a certain sum of money coming in each month so that he can make his home expenditures and living expenses accordingly.

The Landman-Griffith Company, Chrysler dealer, has adopted the salary plan of payment to all its men. "The plan," said Robert Evans, manager of sales, "has been in effect for three months and is very satisfactory. We find the men like it and it is working well for the house, too. It enables us to control the men's time, keep them on the job during full working hours and it helps sales because we can use the salesmen to help each other close. We also have a small bonus system paying a small per cent. on business over a certain volume."

George W. Close, proprietor of the Close Motor Sales Company, Oakland distributor, has quite another plan of paying. Mr. Close pays a 5 per cent. straight commission on the total sales, and does not deduct the value of the used car. "We find this makes men work hard and keeps them interested in their work all the time," said Mr. Close. "In addition, we pay all our sales-

men a bonus of 5 per cent. on total earnings above \$3,000 for the year."

Eugene Dautell of the Towell-Cadillac Company, Cadillac distributor, pays a commission with a small bonus. The commission is 5 per cent. on new cars and 6 per cent. on used cars, with deductions for used car allowance. Over \$50,000 the bonus is 1/2 per cent., \$75,000 is 3/4 per cent. and \$100,000 is 6 per cent., retroactive, thus a \$100,000 man makes a commission of 6 per cent. on total volume.

Lurie Brothers, Studebaker dealers, pay only a commission. They do not carry salesmen who cannot make good for more than a short period. "Commission is the only incentive for automobile salesmen to work, and we have found it very satisfactory," says Sam Lurie. "The salesman is as human as the manager—put opportunity in front of him—liberal opportunity—and he'll work hard. We pay good commissions and get good men."

The Banting Machine Company, distributor of Chandler and Cleveland automobiles, has just started to pay salaries. "We find that salesmen feel more secure if they are on a salary basis and work just as hard," said R. K. Banting, treasurer of the company.

BUICK'S N. Y. BRANCH HAS GOOD SALES IN OCTOBER

NEW YORK, Nov. 18.—Buick Motor Company's New York branch sold 1,287 cars in the metropolitan district during October, the second largest monthly volume this year. In sales volume Buick was second only to Ford, which led by thirty-seven cars, and sold more than twice as many cars as its nearest price competitor. Sales were 595 cars greater than in October, 1924, and 410 more than in 1923.

Coming Automotive Events

NOVEMBER

15-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Salon, Hotel Commodore.
16-17—Chicago, Ill. National Association of Finance Companies, convention.
17—Buffalo, N. Y. Society of Automotive Engineers, meeting of Buffalo section, Statler Hotel.
18-19—Chicago, Ill. National Standard Parts Association Show.
17-19—St. Louis, Mo. National Tire Dealers' Association Convention.
19—Cleveland, O. Society of Automotive Engineers, meeting of Cleveland section.
20—Washington, D. C. Society of Automotive Engineers, meeting of Washington section, Cosmos Club.
20—Chicago, Ill. Society of Automotive Engineers, meeting of Chicago section.
16-21—Detroit, Mich. Society of Motor Transportation Engineers, annual convention.
16-21—Detroit, Mich. First National Motor Bus Show.
24—San Francisco, Cal. Society of Automotive Engineers, meeting of Northern California section.
26—Los Angeles, Cal. A. A. A. 250-mile race.
26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

DECEMBER

1-8—Pernambuco, Brazil. Good Roads Conference.
3—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
5-12—Brussels, Belgium. Annual Automobile Show.
7-29—Buenos Aires, Argentina. Eighth annual Argentina Auto Show.

JANUARY

—Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.
16-23—Philadelphia, Pa. Philadelphia Automobile Show.
8-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
11-16—Chicago. American Road Builders' Association Annual Convention.
11-16—New York City. National Automobile Show.
14—New York City. Society of Automotive Engineers, annual dinner. Hotel Biltmore.
16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
16-23—Philadelphia, Pa. Twenty-fifth Annual Automobile Show.
16-23—Cincinnati, Ohio. Automobile Show.
16-23—Milwaukee, Wis. Automobile Show.
16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
16-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
20-22—Detroit. National Society of Automotive Engineers.
21-22—Detroit. Michigan Independent Oil Men's Association.
23-26—Cleveland, Ohio. Automobile Show.
28-30—Baltimore, Md. Twentieth Annual Automobile Show.
23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
26—American Road Builders' Association. Good Roads Week.
26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
27—Detroit, Mich. Michigan Highway Association.
27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
27-30—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.
30-Feb. 6—Washington, D. C. Automobile Show.
30-Feb. 6—San Francisco. Tenth annual Pacific Automobile Show.
30-Feb. 6—Chicago, Ill. Eleventh Annual Automobile Salon, Hotel Drake.

FEBRUARY

1-6—Chicago. Chicago National Show.

Financial News of the Automotive Industry

London in Midst of Rubber Boom

Shares Soar as Market For Crude Product Continues Active

LONDON, Nov. 18.—Over shadowing in interest everything else on the Stock Exchange and driving the oil and mining shares downward, the renewal of activity in rubber stocks is proving the sensation of the security markets. Although crude rubber prices are displaying some irregularity, there is heavy buying, and the market generally is consistently strong.

Fears are entertained by some traders that the belated demand for rubber by American manufacturers may carry the price above 5s. a pound. Reports received here indicate that tire requirements in America will reach new heights. Dealers here are looking for a genuine boom demand.

There are indications that the production will not expand fast enough to supply the demand, even with the removal of the present output restrictions.

Investment securities other than the rubbers are inactive.

Prices for crude rubber continue to hold firm in the New York market. The market shows some disposition at times to sag, but there have been no important price concessions. The uncertainty and irregularity prevailing in London at the moment are reflected here, but trading is active and the demand is of large size. Dealers expect a strong market for some time to come unless there is an unexpected change in the supply situation.

The factory demand here is the feature of the market.

Auto-Lite Co. Net Jumps in October

New York, Nov. 18.—The Electric Auto-Lite Company reports for the ten months ended October 21, 1925, net profit of \$2,367,017 after interest and depreciation, compared with \$1,274,942 in the same period of the previous year.

Net profit for October totaled \$290,054, against \$117,469 in October, 1924.

Net profit of \$2,367,017 after interest and depreciation, reported by Electric Auto-Lite Company for ten months ended October 31, 1925, is equivalent to \$9.47 a share earned on outstanding 250,000 no par shares of common stock, compared with \$1,274,942, or \$5.09 a share, in same period of previous year.

Current assets as of October 31, 1925, were \$2,749,700 and current liabilities \$567,063.

Yellow Truck Votes Initial Dividend

Chicago, Nov. 18.—The Yellow Truck and Coach Manufacturing Company has declared an initial quarterly dividend of 1 1/4 per cent. on the preferred and an initial quarterly dividend of 18 1/2 cents on the Class B stock. Both dividends are payable January 2 to stock of record December 15.

Directors of the Chicago Yellow Cab Company declared the three regular monthly dividends of 33 1/3 cents each on the capital stock, payable January 1, February 1 and March 1 to stockholders of record the twentieth of each preceding month.

RANGE OF AUTO MOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925

High	Low	Div.		Sales	High	Low	Close	Net Change
13	10		Advance Rumely	700	17 1/2	17 1/2	17 1/2	—
10	8		Alco Rubber	2,400	14 1/2	14 1/2	14 1/2	—
71 1/2	6		Allis-Chalmers	1,700	8 1/2	8 1/2	8 1/2	—
108 1/2	7		Allis-Chalmers	1,000	18 1/2	18 1/2	18 1/2	+ 1
103 1/2	26 1/2		Am. Bosch Magneto	1,100	30 1/2	29 1/2	30 1/2	+ 1
54 1/2	41 1/2		Am.-La France	7,400	16 1/2	15 1/2	15 1/2	—
41 1/2	27	1.50	Briggs Mfg. Co.	2,300	29 1/2	29	29 1/2	+ 1 1/2
52	47 1/2	3	Chandler Motor	3,200	41	39	40 1/2	+ 1 1/2
23 1/2	19 1/2		Chrysler Corp.	25,300	21 1/2	20 1/2	21 1/2	+ 9 1/2
100 1/2	8		Chrysler Corp. pf.	490	19 1/2	18 1/2	18 1/2	—
8 1/2	8		Continental Motors	7,500	11 1/2	11 1/2	11 1/2	—
21 1/2	7		Dodge Bros. A	30,900	40 1/2	38	40 1/2	+ 1 1/2
73 1/2	7		Dodge Bros. pf.	2,400	86 1/2	86	86 1/2	+ 1/2
28 1/2	2 50		Gardner Motor	2,800	25 1/2	24 1/2	25 1/2	+ 1/2
19 1/2	4 1/2		General Motors	1,800	74 1/2	73 1/2	74	+ 1/2
60 1/2	4		General Motors pf.	400	11 1/2	11 1/2	11 1/2	—
10 1/2	7		Gilmore Co.	2,200	24 1/2	23 1/2	24 1/2	+ 1/2
8	8		Goodrich	5,900	60 1/2	58 1/2	60 1/2	+ 1/2
60 1/2	5		Fisher Body	5,700	105 1/2	102	104 1/2	+ 4 1/2
10 1/2	10 1/2		Fish Rubber	9,000	25 1/2	24 1/2	25 1/2	+ 1/2
75 1/2	7		Fish Rubber 1st pf.	3,000	11 1/2	11 1/2	11 1/2	+ 1/2
28 1/2	2 50		Gabriel Snubber	600	36 1/2	36 1/2	36 1/2	+ 1/2
4 1/2	4 1/2		Gardner Motor	900	8 1/2	8 1/2	8 1/2	+ 1/2
61 1/2	12		General Motors	106,600	130 1/2	127 1/2	129 1/2	+ 1/2
10 1/2	7		General Motors pf.	400	11 1/2	11 1/2	11 1/2	—
10 1/2	7		Gilmore Co.	2,200	24 1/2	23 1/2	24 1/2	+ 1/2
26 1/2	4		Goodrich	5,900	60 1/2	58 1/2	60 1/2	+ 1/2
86 1/2	7		Goodyear T. & R. pf.	400	110 1/2	110 1/2	110 1/2	+ 1/2
30	3 50		Hayes Wheel	2,500	44 1/2	44	44 1/2	+ 1/2
33 1/2	3 50		Hudson Motor Car	55,900	105 1/2	100	105 1/2	+ 1/2
13 1/2	1		Hupp Motor Car	10,100	21 1/2	21 1/2	21 1/2	+ 1/2
13	50		Indian Motorcycle	900	20	18	20	+ 1/2
65	2 50		Jordan Motor Car	12,800	48 1/2	44	48 1/2	+ 1/2
12 1/2	2		Jordan Motor Car	1,200	17	16 1/2	16 1/2	+ 1/2
1 1/2	1 1/2		Kelly-Springfield	500	2 1/2	2	2 1/2	+ 1/2
11 1/2	1 1/2		Keystone T. & R.	200	15 1/2	15 1/2	15 1/2	+ 1/2
86 1/2	7		Lee Rubber & Tire	200	110 1/2	110 1/2	110 1/2	+ 1/2
24 1/2	6		Mack Trucks	27,700	22 1/2	21 1/2	22 1/2	+ 1/2
10 1/2	7		Mack Trucks 1st pf.	100	110 1/2	110 1/2	110 1/2	+ 1/2
32 1/2	10 1/2		Marlin Rockwell	100	30 1/2	30 1/2	30 1/2	+ 1/2
42 1/2	2 50		Moor Motors	3,400	33 1/2	32 1/2	33 1/2	+ 1/2
4 1/2	40	2.60	Motometer A	900	40 1/2	40 1/2	40 1/2	+ 1/2
24 1/2	2 400		Motor Wheel Corp.	2,600	31 1/2	29 1/2	30 1/2	+ 1/2
19 1/2	16 1/2		Murray Body	1,200	25 1/2	25 1/2	25 1/2	+ 1/2
19 1/2	16 1/2		Nash Motors	200	43 1/2	43 1/2	43 1/2	+ 1/2
45 1/2	15		Packard Motor Car	16,100	39 1/2	38 1/2	39 1/2	+ 1/2
37 1/2	17 1/2	1.40	Paige-Detroit Motor	7,700	26 1/2	25 1/2	26 1/2	+ 1/2
47 1/2	10 1/2		Pierce-Arrow	22,100	34 1/2	32 1/2	33 1/2	+ 1/2
19 1/2	4 1/2		Pierce-Arrow pf.	3,300	80 1/2	78 1/2	80 1/2	+ 1/2
8	8		Reed-Olds Spring	200	10 1/2	10 1/2	10 1/2	+ 1/2
36 1/2	15 1/2		Spicer Mfg. Co.	4,100	28 1/2	26 1/2	28 1/2	+ 1/2
92	8		Spicer Mfg. Co. pf.	100	102	102	102	+ 1/2
84 1/2	6		Stewart-Warner Speed	3,200	77 1/2	75 1/2	76 1/2	+ 1/2
89 1/2	6 1/2		Stromberg Carburetor	700	77 1/2	77 1/2	78 1/2	+ 1/2
41 1/2	6 1/2		Studebaker Co.	35,200	56 1/2	55 1/2	55 1/2	+ 1/2
97 1/2	37 1/2	4b	Timken Roller Bear.	3,400	56 1/2	55	55	+ 1/2
100 1/2	92		U. S. Rubber	73,700	93 1/2	89	91 1/2	+ 1/2
104 1/2	57 1/2		U. S. Rubber 1st pf.	500	108 1/2	108	108 1/2	+ 1/2
113 1/2	7 1/2		White Motors	24,600	82 1/2	81	81 1/2	+ 1/2
48 1/2	22 1/2		Willys-Overland	27,700	26 1/2	27 1/2	27 1/2	+ 1/2
100	90		Willys-Overland pf.	1,900	118 1/2	117 1/2	117 1/2	+ 1/2
400	50		Yellow C. & T. B.	4,800	28 1/2	27 1/2	28	+ 1/2
400	50		Yellow C. & T. B. pf.	600	95	95	95	+ 1/2

NEW YORK CURB MARKET

Sales	High	Low	Last	200	Federal Trucks	38	37	38
1100	18	15	Aero Supply A.	100	20	20	20	—
53	40	3	Auburn Auto	25	47	47	47	— 4 1/2
29 1/2	19 1/2		Cleveland Auto	100	26 1/2	26 1/2	26 1/2	+ 1/2
21	9 1/2		Durant Motor	5,000	15 1/2	15 1/2	15 1/2	+ 1/2
78 1/2	67	6	Electric Auto-Lite	1,000	77 1/2	75 1/2	77 1/2	+ 1/2
47 1/2	30	1.20	Federal Motor	2,000	10 1/2	9 1/2	9 1/2	+ 1/2
690	452	19	Ford Motor of Canada	500	37 1/2	36	36	+ 1/2
42 1/2	16 1/2		Franklin Mfg.	400	31 1/2	31 1/2	31 1/2	+ 1/2
49 1/2	24 1/2		Goodyear Tire	8,000	44 1/2	42 1/2	43	+ 1/2
16 1/2	5		Intercon. Rubber	500	16 1/2	15 1/2	16 1/2	+ 1/2
50	41		Miller Rubber n.	500	43 1/2	42	42	+ 1/2
25	15 1/2	1.65	Reo Motor	3,400	25 1/2	24 1/2	25 1/2	+ 1/2
14 1/2	4 1/2		Republic M. Truck pf.	1,000	36 1/2	35 1/2	36 1/2	+ 1/2
19 1/2	7 1/2</td							

RADIO BUSINESS ASSET TO MANY ACCESSORY MEN

SAN FRANCISCO, Nov. 18 (U. T. P. S.) — Replacement parts are the backbone of the business of many accessory houses in San Francisco during the winter season. Dealers find that their business with parts is maintaining a steady level or showing a steady increase, due to the larger number of cars now in operation, while other lines of accessories are moving more slowly.

With the advent of the rainy season there is a brisk demand for tire chains and windshield wipers. A few novelty lines are still good sellers, especially ash receivers. Those houses which are selling tires at old prices are having a good business in both tires and tubes.

The radio business of the accessory houses is providing a new winter trade that is proving highly profitable. It has been possible in a number of houses, instead of laying off salesmen with the off season, to put them at work selling radios. As result the volume of business which falls off at this time of the year is being held up by radio sales.

Radio batteries is another profitable accessory side line. The Weinstock - Nichols Company, which manufactures its own battery for the trade, is maintaining production at summer speed. Half of those sold are for radio, it is reported.

ROCHESTER, N. Y.

Rochester, N. Y., Nov. 18. — Winter equipment for cars seems to be the big seller at stores of accessory dealers here. Heaters, radiator shutters and covers are most in demand.

Leonard M. Gard, distributor for the Irving Arctic radiator shutter, reports a bigger sale of this accessory than ever before. He expects to sell 2,000 this year.

The Rochester Auto Parts, newly appointed Red Cat heater distributors, says that this particular accessory has been in great demand during the last week.

Chapin-Owen, Incorporated, claim their biggest demand is for Winter-front radiator protectors.

CEDAR RAPIDS, IA.

Cedar Rapids, Ia., Nov. 18. — The local accessory business is still on the boom that overtook it the first week of this month when a dash of cold weather started the all-year drivers into the accessory shops for their heaters, chains and alcohol. From the start of that cold spell, on through the better weather that has followed it, the accessory market has had a distinctly bullish tendency.

The feeling throughout the trade is one of extreme optimism and the prospects for an early fall business that flopped badly during the closing half of October have given the present outlook a distinctly rosy appearance.

New lines are not being added, with the exception of a widening out of the service by some of the accessory stores, and the adding of a radio line to the majority of them to keep up the winter business volume. In every department of the accessory business there is a

NEW CAR REGISTRATIONS FOR WEEK

States	Ajax	Apperson	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Cleveland	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewett	Jordan	Kissell	States
Alabama				5		15						8		4		7				3					Alabama
Kansas	2			32		18	58	18				16		20		349				1	11	2	1		Kansas
Louisiana	5			18		99	18					30		16	2	667									Louisiana
Maryland	2			40	1	2	76	28	3		1	19	1	26	4	286	1			11	7	3	4		Maryland
Montana						7	4					8		3		31				1					Montana
Nebraska	2			81	4	33	9	4				21		3		131				1	4		1		Nebraska
N. Carolina				68	4	152	36					61	1	53		1032	1			25	6	2			N. Carolina
N. Dakota				6		63	1	7					16		253					2					N. Dakota
Oregon	4	1		42	5	125	30					42		25	2	145	4	3		22	4	8			Oregon
Rhode Isl'd	3		1	33	4	3	11	17	2		1	13		22	1	73	1	1		6	1	3		1	Rhode Isl.
S. Carolina	1			18		90	21					37		31		528	4			24	4				S. Carolina
S. Dakota	2			17	1	52	10	1				24		7		187	2			4		2			S. Dakota
Texas	10		6	115	30	3	499	96				132	4	106	4	1756	6	2		93	21	10	2		Texas
Utah	3			4		26	2					8		13		91				1	6	2	1		Utah
Wash'gton	2			28	1	63	19				1	10	1	34		154				1	16	2	3		Wash'gton
W. Virginia	1			28	2	10	36	8	1			21	1	14	1	288	1			1	7		6		W. Virginia
Wyoming				3		5	2					1				5									Wyoming

LATEST MONTHLY NEW CAR REGISTRATIONS

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich. Except where noted the figures are those for the month of November.

States	Ajax	Apperson	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Cleveland	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewett	Jordan	Kissell	States
*Alabama				5		17	2					24		3		136				1					Alabama
*Arizona				78	5	195	36	2				69	1	36	1	61	1	1		19	5	16	1		Arizona
Arkansas	5		92	10		350	57	1				190	7	63	17	1760	9			3	45	25	2	1	Arkansas
*California	100	11	25	1236	140	69	2718	759	62	1		1298	30	1983	44	759	56	23	2	1176	145	464	27	10	California
*Colorado	5		148	9	4	404	86	4				178	9	104	11	574	2	8		54	16	25	2		Colorado
Conn'cut	8		12	353	64	7	325	206	5	1		157	1	238	13	564	27	4	1	130	55	38	11	7	Conn'cut
Delaware	1			62	12	1	47	23				5		24	1	202	3			7		3			Delaware
*Florida			4	222	54	20	399	358	19			501	10	329	19	864	13			247	142	76	46	1	Florida
*Georgia	9			144	22		273	57				163		76	6	772	5			51	6	8			Georgia
*Idaho	2	1		56	2		245	27				92	5	43	1	114	1			20	5	15			Idaho
Illinois	103	1	51	836	122	21	1497	381	34	5	16	531	6	529	40	3945	26	10	8	259	83	104	82	9	Illinois
*Indiana	49		43	479	36	6	965	343	21	7		379	5	507	16	1774	11	2	5	189	55	61	14	8	Indiana
*Iowa	3		3	259	22	1	929	163	10			259	6	267	12	769		2	4	90	22	37			Iowa
Kansas	34			181	15	2	503	185	13			227		233	2	1428	3	2	2	106	20	18	2		Kansas
*Kentucky	11	1	5	168	15	11	562	154	10			239	9	163	21	1261	11		2	97	22	37	8	1	Kentucky
Louisiana	8			87	12	7	585	102	8			158	2	161	28	2873	2		1	44	6	6		1	Louisiana
*Maine				46	3	3	67	21	2			14		24	1	133	5	1		16	3	2			Maine
Maryland	14			208	21	7	436	116	6	1		92	2	105	28	1176	7	4		80	18	12	23		Maryland
*Mass'sts	18	4	19	836	102	44	521	402	36	6		321	22	759	97	853	27	6	5	487	60	65	14	7	Mass'sts
Michigan	70		23	1661	171	19	1800	520	39			390	17	991	105	7817	6	3	11	553	80	113	49	11	Michigan
*Minnesota	30		4	456	24	6	806	156	2			255	3	339	14	929	6	11	8	132	30	63	5	1	Minnesota
Mississippi																								Mississippi	
Missouri	21	1	2</																						

Several Centers Report Lull in Truck Movement

MINNEAPOLIS, Nov. 18.—The term "watchful waiting" would characterize the general attitude of prospective automobile truck buyers in this district.

A survey shows distributors and dealers are unanimous in declaring that there is a general tendency to get along with old trucks and wait and see what action may be taken on the 10 per cent. tax.

Dealers call the fall business fairly good, but a drop is noticed this week over last, which is caused by seasonal effects more than anything else, besides the tax uncertainty.

The Diamond T Truck dealer reports sales not as heavy this year as last and slower than was expected. This company reports a fairly good fall business, with diminishing sales as the first of the year approaches.

The White company business statement is that "business is fairly good." This report is about typical of the situation with other truck dealers and distributors, who never neglect to mention the tax effect as curbing sales to a certain extent.

The White company, as well as other concerns, reports a healthy increase in business this year over last year, when the market was described as "dead" in this territory.

TOPEKA

Topeka, Kan., Nov. 18.—Truck business is on the upgrade in this section, dealers declare. With the close of fall work on the farms about the first of the month there was a drop in truck sales, but prospects of an open winter and the letting of many road and other heavy hauling contracts, the dealers claim, are causing renewed activity in their lines, unusual for this time of year.

The greater portion of the new demand is for light, new commercial trucks. The greater activity in heavy trucks is being handled by the used truck dealers. Voters in Topeka will go to the polls November 24 to decide on a \$4,000,000 bond issue for public improvements, some of which will be started at once. Dealers say the passage of the bonds is being awaited by some truck prospects.

"While there has not been much business in heavy duty trucks, those in use are being given plenty of employment," said James Cowdry, G. M. C. dealer. "The least pick-up in contracting will mean more sales."

Toledo, O., Nov. 18.—The approach of winter is not injuring the truck business of northern Ohio. On the other hand, it seems to be an impetus, causing merchants to buy commercial vehicles so as to have good equipment for the hard usage of the season.

November is starting out strong with O. T. Timson, manager of the truck division of the International Harvester Company. The first two weeks of November, he says, have been the largest of the year.

The International year in Toledo ends November 30, and at that time the company will be about 30 per cent. ahead of last year in sales volume.

Heavy duty truck sales in the past month or six weeks have just about been holding their own with last year, but there has been an unusual demand for the one-and-one-half-ton size, which will cause the November business volume to about double that of a year ago.

At the White truck offices it was found that the business volume is keeping up so well that the factory has decided to open a branch here, and the business will be taken over by the factory at once. Inventory is now being taken of stock and parts.

The Owen & Graham Co., handling G. M. C. trucks, reports that November sales are going well. Light trucks are in greater demand, but there is also good business on heavy-duty models. A number of

Mexico Market for American Trucks

Los Angeles, Cal., Nov. 18.—During the past week the officials of the Moreland Truck Corporation have been entertaining Messrs. Oetting and Affan of the Cia Commercial Hamburguesa of Mexico City, distributor for Moreland trucks in Mexico.

The visitors were agreeably surprised, after inspecting the local manufacturing districts, at the vast amount of commercial business being carried on.

As to the future of Mexico in the truck industry they did not hesitate in stating that the purchase of American trucks was fast approaching a peak demand as the demand for the two-ton, five-ton and ten-ton trucks for road work kept their firm busy securing shipments.

Topeka, Kan., Nov. 14.—Six Kansas counties have been warned by the State Highway Commission that, unless the proper amount of upkeep is maintained on Federal aid roads, such counties will be shut off from their present participation in Federal highway aid funds.

Locomobile Announces Appointments

Bridgeport, Conn., Nov. 18.—The Locomobile Company of America, Inc., announces the appointment of the following direct dealers to handle the Junior Eight car: Locomobile Company of Jacksonville, Inc., Jacksonville, Fla.; Messrs. Russel Baldridge and Maynard Carner, Jr. Territory: Counties of Nassau, Duval, St. Johns, Clay, Putnam, Baker, Union, Bradford, Alachua and Columbia in the state of Florida.

The appointment of the following distributors is announced: Kipper-Stoddard Company, Sioux City, Ia.; D. E. Stoddard. Territory: Counties of Woodbury, Monona, Plymouth, Sioux, Lyon, Osceola, O'Brien, Cherokee, Ida, Sac, Buena Vista, Clay, Dickinson, in Iowa; Dakota, Thurston, Wayne, Dixon, Cedar, Pierce, Knox in Nebraska, and the counties of Union, Clay, Yankton, Bon Homme, Charles Mix, Gregory and Tripp in South Dakota.

The following as associate dealer: J. Hobart Allport, Asheville, N. C. Territory: Rutherford, South Dakota.

Burke, Avery and all counties west of same in North Carolina.

The appointment of the following as dealer: Star Auto Sales Company, Honolulu, Hawaii; C. W. Spitz. Territory: Hawaii.

LAWYERS OF 5 STATES TO END TRUCK LICENSE WAR

Minneapolis, Minn., Nov. 18.—Attorneys general of Minnesota, Wisconsin, Iowa, North and South Dakota are to meet in Minneapolis this week to give official approval to plans whereby commercial truck licenses in one state will be recognized in another.

Friction arose between these states by arrest of truck drivers, who were forced to secure more than one license if they operated trucks in interstate hauling.

These attorneys general will confer: Clifford L. Hilton, Minnesota; H. W. Ekern, Wisconsin; B. J. Gibson, Iowa; George W. Schafer, North Dakota, and B. F. Jones, South Dakota.



Man Power

- Q A product is no better than the men behind it. A Motor Car is the interpretation of the builders' ideas of what a Motor Car should be.
- Q Ideas of value come from knowledge. Knowledge comes from Experience.
- Q The combination of these things make up the character of an organization and determine the character of the product for which it is responsible.
- Q Behind the Flint, and responsible for the Flint is an organization of seasoned executives.
- Q We invite any dealer to get in touch, personally, with any man on the executive staff of the Flint Motor Co. and get, at first hand, an idea of what to expect from the Flint.

R. H. Muller

Vice President and General Manager

FLINT MOTOR COMPANY
FLINT, MICHIGAN

BUILDERS OF HIGH GRADE MOTOR CARS

FLINT SIX

Credit Tire Sales Make Appeal to Many Buyers

KANSAS CITY, Nov. 18.—It all depends on the company's clientele whether or not the tire business is good in Kansas City, a survey of dealers here shows.

Dealers handling the business of the large firms report sales as excellent—far better than this time last year—while the dealers depending on motor car owners to "drop in and buy a new tire" are declaring the "bottom has dropped out of the business."

William VanKotchen of the Van Tire Company, reports business for the first week in November as exceeding the first fifteen days of November last year—and this in spite of adverse weather conditions.

E. J. Dougherty of the E. J. Dougherty Tire Company is also specializing in handling the business of large users of tires, who reports business as strong.

"September and October were the best two months we have had in the tire business in several years," Dougherty said.

Charles Hoole, owner of the Hoole Tire and Repair Company, asserts the "bottom has dropped out of the tire business." Hoole, one of the large dealers specializing in sales to individual motor car owners, believes, however, a good fall business is ahead.

He says the repair business continues to be extra heavy with all other lines in his business good.

Herb Ford of the Herb Ford Tire Company, also reports sales as lagging, but believes the weather has had as much to do with the slump as the increased prices.

Tires business is excellent," he said.

The W. H. Kinsey Tire Company reports tire sales as slow, with repair business good.

S. A. Morley, manager of the Troost Avenue store of the Western Auto Supply Company, says tire sales there have slumped.

BUFFALO

Buffalo, N. Y., Nov. 18.—As is to be expected at this time of year, the tire business shows slackening, although most distributors and retailers report that the let-up has not been nearly as severe as was expected.

One reason why sales have not dropped off sharply has been the abolition of spring dating, distributors believe. Distributors are confident that when they go out in January for spring datings they will find the demand just about as good as it would have been under the old method.

Tires for Ford cars seem to be the leaders, and among the balloons the Buick size tires are also going well. Tube sales run about even with tire sales. Car dealers are moving considerably larger quantities of tires than last year at this time.

The manufacturing plants of the city had a good month during October, and report business well ahead of last year.

GOODRICH

The local Goodrich office reports sales fair for this time of the year, although not as good for the past week or two as previously. The new Goodrich Rubber Ace inner tube for heavy duty tires in city work, is making a hit with dealers.

GOODYEAR

Goodyear reports that although a slight slowing up is noticeable, it is not so perceptible as last year. However, the Buffalo office will show a cash increase for November, and also is delivering more units than last year.

GENERAL

Pollard & Co. report their business for October was 20 per cent. ahead of September, and November promises to show a fine increase over October. This firm is not a year old yet. Its new plan of guaranteeing prices

against decline for six months is helping business, officials believe.

Hewitt

Business in Hewitt tires is holding up strongly. Sales have been somewhat curtailed in the East, owing to bad weather, but the South, Middle West and Coast territories are buying heavily.

Dunlop

Dunlop sales are very satisfactory and have been throughout the year. The company is employing 2,000 at the present time, as against 2,800 earlier in the summer. The decrease in employment, however, is only reasonable.

LOS ANGELES

Los Angeles, Cal., Nov. 18.—Business is reported particularly good in this territory by tire dealers who are doing a credit business.

The Corduroy Tire Stores, with a chain of three stores, have met with such a buyer response, according to H. A. Young, manager, that they have been forced to incorporate the firm that they might better expand the business.

The Standard Tires Credit Company has found a good buyer response to its ten-payment plan, a method of payment that dealers in other lines of merchandise have found successful.

Several dealers, interviewed on the credit plan, pointed to its success in other merchandising fields. They stated that the buyer now purchases tires when he needs them, thus tending not only to stabilize tire sales but also to increase them.

ZANESVILLE

Zanesville, O., Nov. 18.—A general survey of the tire situation in this city shows that in most instances the sale is not quite up to the standard set last season.

George D. Abbott, sales manager of the tire department of the F. Wilking Sons Company, dealers in the India and Long-wear lines, says that the lack of business is entirely due to the advanced price in rubber goods. Last year, he states, his company enjoyed one of the most successful season's business on tires in recent years, but this season a slight drop has been noted.

Roy Sebaugh, proprietor of the Market Tire and Supply Company, dealer in the United States line, is also of the opinion that the steady advancement in wholesale prices has curtailed much business this fall.

In several instances among the local dealers, it has been found that they have abolished dating tires for delivery in the spring because of the varying prices this fall. Others, however, have made the statement that, according to the present trend in the prices on rubber products it might be more profitable to maintain their datings on tires to be delivered in the spring.

In speaking of the general tire situation, Richard Vinsel of the Vinsel Auto Supply Company, and James Justus of the Justus Auto Supply Company, as well as several other leading tire merchandisers, are unanimous in their opinions that balloon tires will soon be the universal choice of automobile owners. On standard makes of cars the balloon tire is used almost exclusively, and for that reason standardization of tire sizes is believed to be the next step to be taken by progressive tire manufacturers. This project has already been taken up on a large scale.

The semi-balloons are now almost extinct; most of the distributors have discontinued handling them and many of the leading manufacturers have discontinued their production.

Dunlop Rubber Co. Has Safety Month

Buffalo, N. Y., Nov. 18.—The Dunlop Tire and Rubber Company is making an intensive drive to reduce accidents within its plant and hopes to make November a "no accident" month.

The safety work is in charge of Otto C. Wagner, safety engineer. During the past month or two a careful survey has been periodically made to discover hazards and eliminate them. Also, efforts are being put forth to get the employees to thinking about preventing accidents.

With November half over, there have been no accidents. The plant ambulance is stationed in the big roadway which runs throughout the plant, where it will be in plain sight of all employees going to and coming from their work. A big sign, "Let's Keep It Idle," was placed on it as a striking reminder to the men of their duty in preventing accidents.

Dunlop's safety record to date shows a fine improvement over a period of several months.

INDIA TIRE CO. SALES SHOW GREAT INCREASE

Akron, O., Nov. 18.—The sales of India Tire and Rubber Company for the first six months of 1926 were \$2,220,221, or 89 per cent. greater than for the corresponding time last year, J. M. Alderfer, president, said Thursday.

"Despite the fact that our plant ran to its fullest capacity from January to September, we have been constantly behind in our orders for the past seven months," Alderfer said.

Net profit after taxes for six months ended June 30 was \$314,655, which, after preferred dividends, was equivalent to \$27.70 a share on the common stock.

PROPOSE BOND ISSUE

Topeka, Kan., Nov. 18.—A state highway bond issue of \$50,000,000 to be paid off, principal and interest, by the proceeds from the gasoline tax, was proposed to Gov. Ben S. Paulen yesterday by State Senator J. W. Graybill of Newton, who came to Topeka to urge the governor to call a special session of the Legislature to consider the state highway tangle.

Trade Treaty Aid To Tire Exports

Special from A. D. N. Detroit Bureau

Washington, Nov. 18.—Automobiles and inner tubes imported from the United States by Germany will enjoy the benefit of all the concessions in the new trade treaty between that country and Italy, according to a cablegram received by the Department of Commerce from Commercial Attaché Charles H. Herring at Berlin.

The treaty with Italy provides additional reductions in Germany for tariff rates on automobiles and tubes as follows:

Automobiles weighing 1,200 to 2,000 kilos, 200 marks per 100 kilos. The general rate is 250 marks, and concessional rates of 175 marks on automobiles weighing from 500 to 900 kilos, and of 180 marks on cars weighing 900 to 1,200 kilos were previously announced.

Inner tubes are given a treaty rate of 125 marks per 100 kilos. The general rate on these is 240 marks and the treaty with Belgium provides a rate of 145 marks.



Certain Facts Invite Your Immediate Attention

Every experienced dealer with an ear to the ground, has realized for some time that these new Sixes, by Wills Sainte Claire, are going to be reckoned with in future fine car history.

Magnificent specimens of brawny smartness, they have aroused more enthusiastic comment—and created a more active demand in significant quarters—than any group of quality motor cars in a decade.

Prosperous America has fallen in love with the fleet Gray Goose. And America's pockets are fat with gold.

Wills Sainte Claire, Inc., is prepared.

Solid as a bed rock financially, and organized to expand with expanding markets, we are on the eve of a sales programme which the quality and popularity of our product imperatively demands.

Substantial dealers who ally themselves with this organization, can bank on interesting developments during the next twelve months.

Write today to Director of Distribution, Detroit, Michigan, for full particulars.

In Texas,
for instance—
This vast and prosperous State made 186,865 income tax returns last year. While there are 117,188 automobiles costing over \$1000 in operation, only 15,000 of these cost over \$2000. These figures, together with others in our possession, clearly indicate a very exceptional market for Wills Sainte Claire Motor Cars.

WILLS SAINTE
CLAIRe, INC.
Marysville, Mich.

WILLS SAINTE CLAIRE

Varied Displays at National Motor Bus Show

WALLACE FAVORS TRAVEL BY BUS

Special from A. D. N. Detroit Bureau

Detroit, Nov. 18.—An outstanding personality at the bus show is Col. H. U. Wallace, general manager of the Department of Street Railways, Detroit. He is the son of John Findley Wallace, who was chief engineer of the Panama Canal under Roosevelt's administration.

H. U. Wallace The colonel is a graduate of Purdue, and upon graduation he became the assistant engineer for the Illinois Central Railway. During his years of service with that railway, of which his father was general manager, he was resident engineer in charge of lakefront improvements, roadmaster of the Chicago division, roadmaster and assistant superintendent of the Louisville division and superintendent of the Louisville and Freight division.

From 1903 to 1906 he was chief engineer of the I. C., in charge of all construction and maintenance work. He resigned to become third vice-president of J. G. White & Co., New York, in charge of construction work for that firm. He was later general manager of the Chicago, Lake Shore and South Bend Railway, which he operated for eighteen months; later, he became vice-president in charge of operation and reconstruction of the Fort Dodge, Des Moines and Southern Railways.

Since January, 1924, prior to his assuming the general management of the street railways in Detroit, he was assistant general manager of the Knoxville Power and Light Company, with direction of all that company's activities.

During the war he was commissioned a major of engineers and assigned to the construction division as supervising construction officer of a large number of important ordnance plants.

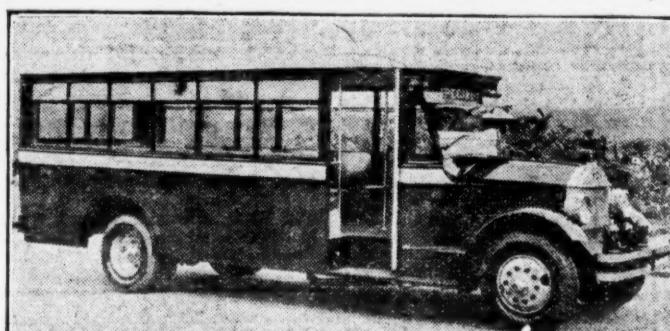
The colonel is an ardent advocate of the use of motor coaches, and since his appointment in Detroit, June 3, he has very greatly increased the number of coach lines in operation and more than doubled the number of coaches in service when he came.

Since January 1, 1925, and up to November 1 of this year the Department of Street Railways has inaugurated service on nineteen coach lines, traversing eighty-five (one way) route miles to rapidly developing industrial and residential sections. There are now 160 single-deck coaches in service, carrying a daily average of 48,600 passengers and operating daily 16,700 miles. The rate of fare is 10 cents to connecting rail lines. Four garages have been established for housing the buses, and these are situated conveniently to the respective lines served by these vehicles.

Total revenue mileage operated since January 1, 1925, shows a total, November 1, of 2,520,388. The motor coach operation of the Department of Street Railways in Detroit is the largest municipally owned coach operation in the world. Detroit recently tore up the tracks and took down the overhead equipment of one of her trolley lines and replaced them with motor buses. Since that time the territory has been served with perfect satisfaction by the newer type of municipal transportation.

BIG CHASSIS ORDER

The Six-Wheel Company of Philadelphia reports that the Detroit Motor Bus Company of Detroit has placed with the company an additional order for eighty Safeway Six Wheel chassis, making a total of 136 Six Wheel motor coaches operated in Detroit when the latest quota arrives.



25-PASSENGER pay-enter on American-La France chassis. Body by E. J. Thompson Company, Pittsburgh.

FitzJohn Displays Standard Paye Bus

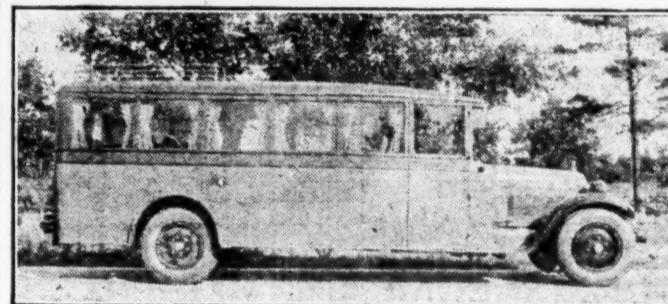
Special from A. D. N. Detroit Bureau

Detroit, Nov. 18.—FitzJohn Manufacturing Company, Muskegon, Mich., is represented at the bus show by a standard "Paye" street car type of body, with emergency door on left side of body at the rear, mounted on a Reo model W bus chassis. The FitzJohn organization is also represented by FitzJohn bodies, shown in the exhibit of the Reo Motor Car Company.

The twenty-one-passenger type of bus is being shown, besides the pay-enter type of body, such as in use by the Department of Street Railways, Detroit.

At the show space of the Studebaker Corporation is a representative of the latest addition to the FitzJohn line—a fifteen-passenger parlor coach body, mounted on a Studebaker bus chassis with a 184-inch wheel base. This body has a white upper structure and the lower panels of Holland blue, with a gold stripe between the two contrasted colors.

The parlor coach body seats fifteen passengers, exclusive of the driver, using wicker seats upholstered in Spanish leather; these are



"PAYE" BUS being displayed by the Fitz John Manufacturing Company of Muskegon, Mich.

deeply cushioned and spaced far enough apart so as to secure a maximum of passenger comfort. Windows are large and operated by quick action cranks; tie-back drapes add to the attractiveness of the windows.

Baggage is carried on the top, aluminum step brackets and grab handles making it easily accessible.

Ventilation is provided by two approved type ventilators on the roof, two adjustable ventilators on either side of the wind-shield, near roof of body, and a cowl ventilator operable from the dash.

Heating apparatus runs the entire length of the body on both

Pittsburgh Co. Is Showing Bus Line

Special from A. D. N. Detroit Bureau

Detroit, Nov. 18.—E. J. Thompson Company, Pittsburgh, makes a line of bus bodies that present some unusual features. One of them is a twenty-five passenger, pay-enter, city service body, mounted on an American-La France bus chassis. The entrance is broad and roomy, with its step close to the ground. Windows are wide—six on the entrance side. Seats are upholstered in leather.

This type of bus is generally popular for urban transportation.

At the Bus Show

Fageol Man Speaks

Gordon Lee, general sales manager for the Fageol Company of Kent, Ohio, addressed the members of the Michigan Highway Transportation Association at the Hotel Statler Tuesday night, chief of the automotive division, department of foreign and domestic commerce, under Herbert Hoover.

BLACK AND DECKER

Representatives of the Black & Decker Manufacturing Company of Towson, Md., attending the show are S. D. Black, president; R. D. Black, advertising manager; W. C. Allen, sales supervisor; R. W. Proctor, sales manager; R. E. Mizer, industrial department; G. M. Buchanan, industrial sales department. Their headquarters are at the Book-Cadillac Hotel.

MARTIN-PARRY CORP.

The Martin-Parry Corporation of York, Pa., is represented at the show by A. R. Cosgrove, research engineer; and H. D. Elvidge, manager of sales promotion. The former will be found at the Detroit Club and the latter at the Webster-Hall hotel when not at the show.

HARDWARE DISPLAY

A general line of hardware suitable for bus bodies besides interior trimming, is being exhibited at the show by the English & Mersick Company of New Haven, Conn., in space No. 16. The company's representative at the show is Austin Evans, whose office in Detroit is Room 2-120 General Motors Building.

St. Louis Bus Co. Has Co-ordinated Service

Detroit, Nov. 18.—The St. Louis Bus Company is operating to connect with and to extend existing street car lines. The company belongs to the same financial interest that controls the street railway system of St. Louis.

The latter is now in receivership. After pending reorganization is completed, the bus organization will become a part of the transportation company.

There are 35 of the company's buses in operation now, operating over routes covering 36 miles and serving six different sections of the city. All of these lines transfer to and from the street car lines, working to the company's slogan—"One co-ordinated service—buses and street cars."

Officers of the company are: A. L. Shapleigh, president; S. W. Greenland, vice-president; Stanley Clarke, secretary; Thomas Stanion, treasurer.

YELLOW JACK-IT JACK DISPLAYED AT BUS SHOW

Detroit, Nov. 18.—A jack that has just been developed for the motor bus trade is the production of Yellow Jack-It Manufacturing Company, Chicago, and it is being exhibited at the National Motor Bus Show.

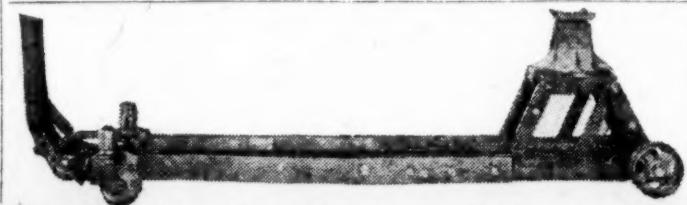
This jack is low enough at its minimum height of 6 inches to pass beneath the axle of any bus built and it has a continuous lift of 7 1/4 inches. For use under high axles, the height adjustment post gives an additional height of 6 inches and when used with the

BUCHHOLZ ON JOB

C. A. Buchholz, manager of the motor body department, is the representative at the show for the Stoughton Wagon Company of Stoughton, Wis. His headquarters are at the Fort Shelby Hotel.

lift, the jack gives a maximum height of 20 1/4 inches. The body length of 6 feet, with a 52-inch handle, provides a total length of 124 inches, long enough to permit the operator to reach the axle with ease from the rear.

A ratchet mechanism with chain is simple and efficient and lets the operator work it with short strokes from the waist down.



BUS JACK made by Yellow Jack-It Manufacturing Company, Chicago.

ZENITH CARBURETORS DISPLAYED AT SHOW

Detroit, Nov. 18.—Zenith carburetors, in sizes from 1 1/4 inches to 2 inches, will be displayed at the bus show. The 2-inch size is a recent addition to the company's line of heavy duty bus carburetors.

This new model will be known as SV8 and will be in production about January 15, rounding out the new SV series of Zenith heavy duty bus carburetors. They will then be available in 1 1/4 inch, 1 1/2 inch, 1 3/4 inch and 2 inch sizes.

The Zenith-Detroit Corporation has developed this series to meet the requirements of bus makers and operators, who have contributed largely to its design. Noticeable features include the use of a

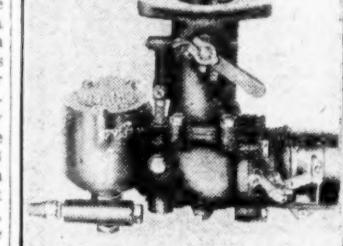


V. R. Heftler

President, rounding out the new SV series of Zenith heavy duty bus carburetors. They will then be available in 1 1/4 inch, 1 1/2 inch, 1 3/4 inch and 2 inch sizes.

The Zenith-Detroit Corporation has developed this series to meet the requirements of bus makers and operators, who have contributed largely to its design. Noticeable features include the use of a

ground steel throttle shaft, protected on each end by packing glands, long shaft bearings, extra heavy levers, an "easy clean" type of filter screen, and a simplified float mechanism designed to reduce wear to a minimum.



NEW ZENITH heavy duty carburetor.

NEW NASH QUARTERS

Fayetteville, Ark., Nov. 12.—The Davies Motor Company, Nash representative here, has leased the Combs Building for immediate occupancy.

Dealer Activities

HOUGHTON, MICH., FIRM SELLS IRONWOOD BRANCH

Houghton, Mich., Nov. 18.—The Ironwood branch of the Universal Auto Sales Company of Houghton has just been sold to East Jordan interests. The business will be conducted under the name of the Covey Auto Sales Company. The property in the transfer included the building, cars, equipment and all accessories. The transaction was said to be the largest of its kind thus far consummated in the upper peninsula of Michigan. As a result of the sale F. R. Bowman, manager of the Ironwood business for the Universal Auto Sales Company, has been transferred to Houghton, where he assumes the active management of the company's business. The firm operates branches in Houghton and Calumet.

BANKRUPTCY PETITION BY SIMPSON MOTOR COMPANY

Spartanburg, S. C., Nov. 18.—C. M. Simpson, doing business as the Simpson Motor Company, due West, has just filed a voluntary petition in bankruptcy. Liabilities of the firm are placed at \$18,121.60; assets at \$22,262.20.

BASHAW OAKLAND SALES SET RECORD

Cleveland, O., Nov. 18.—October was the largest month in the history of the Bashaw Oakland Company, according to O. K. Bashaw, president, retail deliveries amounting to 131 cars for the month. The Bashaw organization took over the distribution of the Oakland car last February, and has reported a monthly sales increase for every month since the formation of the company.

CAMDEN FORD DEALER INCORPORATES

Camden, N. J., Nov. 18.—Donald Danenhower, Ford dealer, has just announced that he has incorporated his business under the name of Donald Danenhower, Incorporated. The used car sales of the firm have grown to such an extent that it has become necessary to establish a separate branch to handle this business, Mr. Danenhower said.

WRECKING STATION OPENED BY MATTHIAS

Petaluma, Cal., Nov. 18.—M. C. Matthias, used car dealer here, has just opened an auto wrecking establishment on North Main St., at the city limits.

ANAHEIM, CAL. FIRM OPENS BRANCH STORE

Anaheim, Cal., Nov. 18.—The Frahm-Oldsmobile Company of

this city has expanded its territory by opening a branch at Santa Ana.

STUDEBAKER DEALER REPORTS BIG SALES

San Francisco, Nov. 18 (U. T. P. S.)—The Chester N. Weaver Company, Studebaker dealer, reports it set a new record for business in October with the sale of 218 new and used cars. It was an exciting month for the sales staff, as it was divided into four teams, with a prize going to the winning group.

HARTFORD FIRM HAS SUCCESSFUL YEAR

Hartford, Conn., Nov. 18 (U. T. P. S.)—The Franklin-Napier Motors, Inc., of 247 Connecticut Boulevard, is celebrating its first anniversary at the showrooms with a special display of the latest Franklin models. Because of its success the firm has just been appointed dealer for the Springfield, Mass., territory in addition to the Hartford field.

NEW OAKLAND DEALER NAMED IN DETROIT

Detroit, Nov. 18.—The Linwood Auto Sales, 8929 Linwood, is the latest addition to Oakland dealers in Detroit. The manager is T. H. Collins, who has been in the automotive industry since 1910; C. Walter Seery, director of sales, also has had fifteen years of activity in automobile retailing. The building occupied by the firm is two stories high, with a ground plan of 40 by 100 feet. The second floor is divided into office space and the first floor is devoted to sales and service.

NEW MAHONING COMPANY FORMED IN ALLIANCE

Alliance, O., Nov. 18.—Organization of the Mahoning Auto Service Company, Inc., under a recent incorporation, has just been completed. The name has been changed from the Mahoning Auto Sales. Officers and directors are: President, Franz A. Simon; vice-president, J. Sarchlone; secretary-treasurer, Arthur Dundon; directors, J. G. Eardley of Sebring, and F. S. Barckoff of Salem.

WILL SELL LOCOMOBILE IN ASBURY PARK

Asbury Park, N. J., Nov. 18.—The Locomobile Company of Asbury Park has just established a dealership here at 625 Main St.

GENDENS TO HANDLE OVERLAND-KNIGHT SALES

Springfield, Mass., Nov. 18.—Genden Brothers announce their appointment as dealers for the north end of the city for Overland and Willys-Knight cars. This concern has just completed a new sales and service station on North Main Street. The automobile business will be operated under the name of the Overland-Knight Sales Company. Samuel and Nathaniel Genden have been in the replacement parts and used-car business here for the last ten years, and the business will be continued.

NORTH CAROLINA FIRM CHANGES ITS NAME

Raleigh, N. C., Nov. 18.—An amendment to the charter of the McRary Motor Company of Brevard, changing the name to the Transylvania Motor Company, Inc., with T. H. Case president and J. B. Summey secretary, has been issued at the office of the secretary of state here.

PAIGE-JEWETT ADDS FIRM IN SAN ANTONIO

San Antonio, Tex., Nov. 18.—Plans have been completed whereby a new Paige-Jewett dealership will be opened in this city about January 1. A new company, Barry Motor Company, Inc., with headquarters at 606 Broadway, has been formed, with W. W. Barry as president and general manager. Mr. Barry was a Paige-Jewett dealer in Colorado before coming to San Antonio.

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

PERSONALS

GAMBILL BACK HOME

Chicago, Nov. 18.—Charles E. Gambill, president of the Chicago Automobile Trade Association and Hupmobile distributor in this district, has just returned from Pinehurst, N. C., where he spent a few days playing golf following his appearance before the Ways and Means Committee of the House of Representatives in the matter of the removal of the automobile excise tax.

DAUSSMAN IN CLEVELAND

Evansville, Ind., Nov. 18.—Arthur C. Daußman, manager of the Rookery Garage, Cleveland and Chandler retail dealer, will visit the Cleveland factory in Cleveland, O., this week.

HODGKINS IN ST. LOUIS

St. Louis, Nov. 18.—R. T. Hodgkins, general sales manager of the Rickenbacker Motor Company, Detroit, and F. N. Morgan, district sales manager, were in St. Louis Tuesday on an inspection tour of Rickenbacker distributors in the Middle West. They visited the Rickenbacker-St. Louis Company, local distributor, while in the city.

LENOUREUX PROMOTED

Minneapolis, Nov. 18.—M. P. Lenoureux has become vice-president of the Reilly-Craig Motor Company, Willys-Knight distributor.

STANLEY GOES HUNTING

Newcastle, Ind., Nov. 18 (U. T. P. S.)—Claude Stanley, district distributor of the Chrysler, and owner of the local Chrysler garage, has gone to Fairfield, Ill., in company with several other local business men, on an extended hunting trip.

WERE S. A. E. DELEGATES

Elizabeth, N. J., Nov. 18.—M. C. Horine and George H. Scragg, both sales engineers of Mack Trucks, Inc., attended the transportation meeting of the S. A. E., which was held last Friday and Saturday in Philadelphia.

Incorporations

NEW JERSEY

Trenton, N. J., Nov. 18.—The following concerns have just been chartered here:

Triumph Rubber Corporation, Lodi, \$50,000; to manufacture rubber heels, boots and all other goods of which rubber is a component part; Albert A. Calvet, Marcel Calvet and Fred A. Schultz.

Bergen and Central Bus Finance Corporation, Jersey City, 1,250 shares, \$100 a share; to buy and sell automobiles and buses; Fred A. Teese, Amelia Fernandes and Frank H. Higgins.

Wright-Sperco Motor Company, Summit, \$50,000; to buy and deal in automobiles, motorcycles and trucks; Milton B. Wright, Wilfred J. Wright and Constant J. Sperco of Newark.

Drewes Brothers Auto Laundry, Jersey City, \$100,000; to manufacture and deal in automobiles, motorcycles and appliances; Henry C. Drewes, John C. Drewes and Jerome Callicchio.

NEW YORK STATE

Albany, N. Y., Nov. 18.—Among incorporations just announced by the secretary of state's office are the following:

St. Albans Motor Sales, Inc., St. Albans, Queens county, \$15,000; automobile business; P. D. Webster, M. E. Webster and O. E. Carr, all of Lynbrook, N. Y.

Richvin Motor Sales, Inc., Valley Stream, Nassau county, \$10,000; automobile business; F. J. Braeutigam and H. G. Richardson, both of Lynbrook, and Carmela Grandinetti of Valley Stream.

Century Cab Company, Inc., Buffalo, \$25,000; taxicabs; Julius and Dorothy Baureis, both of 955 Jefferson Ave., and Edward Fleischmann.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)

If 6 consecutive insertions are used, the 6th insertion is free. If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

AGENTS

AGENTS AND DEALERS WANTED to take orders for fastest selling gas saving device on market; sold on "no deposit free trial" to Ford, Dodge and Chevrolet car owners; every one is wanting one. Write for particulars. Apex Sub-Contractor Co., Indianapolis, Ind.

BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50. 6 consecutive insertions, the sixth insertion free, will cost \$12.50. 12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X. Y. Z., Automotive Daily News.

FOR SALE

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

FOR SALE—Automobile sales and service business; agency for Oakland and Franklin cars; well organized and established and doing good repair business; splendid opportunity. Write R. C. S., care Automotive Daily News.

SALESWOMEN WANTED

MEN working garage trade for brake relining machine, new invention; costs one-fifth other devices; does perfect job in half usual time; sells on demonstration. Big money-making opportunity. Write Bear Mfg. Company, Rock Island, Ill.

Fire Losses

GARAGE DESTROYED

Beaver, Pa., Nov. 18.—Fire has destroyed the garage of the Sims Motor Sales, Ford dealers in Woodlawn, Pa. No cars were lost, and damage will not exceed \$1,500.

SEVEN CARS BURNED

Bowling Green, Mo., Nov. 18.—Seven automobiles were destroyed by fire in the O. N. Johnson Garage here. The estimated loss is \$10,000. The owner plans to rebuild.

FLAMES CAUSE DAMAGE

Gibson City, Ill., Nov. 18.—Fire has completely destroyed the garage of Alfred Augspurger. A truck and three motor cars awaiting repairs were consumed. The structure will be rebuilt.

\$25,000 GARAGE FIRE

Winthrop, Mass., Nov. 18 (U. T. P. S.)—Two garages in the rear of 195-201 Shirley St. were destroyed by fire along with twenty cars in the garages, resulting in a \$25,000 loss. Both structures were to be torn down to make room for a community garage site. They were owned by Israel Goldberg of this town.

What are You Seeking?

We are always on the lookout for live-wire distributors who appreciate advantages and ever increasing profits in handling exclusive distribution of high-grade automotive products known the world over for exceptional merit and quality. Sales and advertising co-operation unsurpassed to distributor who will retaliate with co-operation. An opportunity to the right man to build an increasingly, profitable and substantial business. All negotiations confidential.

Business Extension Department, 630 N. Meridian, Indianapolis, Ind.

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It has reached thousands of progressive business men in the Automotive industry

JUST CONSIDER THIS!

Also Consider the Exceedingly

LOW RATE

Then you will agree that there is no better medium in which to cover the field

USE IT!